WHY THE ARTS MATTER IN HAWAI'I

NATIONAL ARTS FACTS

ARTS & CULTURE SECTOR REPRESENTS 4.5% OF NATION'S GDP & 5.1 MILLION JOBS

The U.S. Bureau of Economic Analysis reports that nationally the arts and culture sector is a $878 billion industry, representing 4.5% of the nation’s GDP—a larger share of the economy than construction or education services.

$878 BILLION Arts & Culture Sector
$790.4 BILLION Construction
$206 BILLION Education Services


BONUS: U.S. exports generate a $29.7 billion arts trade SURPLUS.

NUMBER OF ARTS-RELATED BUSINESSES AND JOBS (Commercial & Nonprofit Arts Organizations Combined)

Nationally 673,656 businesses employ 3.48 million people who are involved in the creation or distribution of the arts. Based on Dun & Bradstreet data, this means that 3.9% of all businesses and 1.9% of all employees are connected to the creative industries.

673,656 BUSINESSES
3.48M EMPLOYEES

Source: Americans for the Arts, Creative Industries, 2017.

ECONOMIC IMPACT OF NONPROFIT ARTS ORGANIZATIONS & THEIR AUDIENCES

Nationally, the nonprofit arts industry alone generates $166.3 billion in economic activity annually that supports 4.6 million jobs and generates $27.5 billion in federal, state, and local government revenue.

- Spending by arts audiences generated $102.5 billion to local businesses.


NONPROFIT ART IS A $166.3 BILLION DRIVER OF OUR NATIONAL, STATE & LOCAL ECONOMY.

HAWAI’I ARTS FACTS

ARTS & CULTURE SECTOR REPRESENTS 2.9% OF STATE’S GDP & 22,186 JOBS

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes $2.6 billion to Hawai‘i’s economy, representing 2.9% of the state’s GDP—a larger share than some other industries in the state.

$2.6 BILLION Arts & Culture Sector
$1.8 BILLION Utilities
$0.9 BILLION Education Services


BONUS: In 2017, HI arts and culture generated $1.3 billion in compensation.

NUMBER OF ARTS-RELATED BUSINESSES AND JOBS (Commercial & Nonprofit Arts Organizations Combined)

In Hawai‘i, 2,788 Arts-Related Businesses employ 12,323 people.

- In Hawai‘i County, 303 Arts-Related Businesses employ 1,108 people.
- In Honolulu County, 1,788 Arts-Related Businesses employ 9,002 people.
- In Maui County, 516 Arts-Related Businesses employ 1,530 people.


2,788 BUSINESSES
12,323 EMPLOYEES

In 2015, nonprofit arts organizations in Hawai‘i generated $205.6 million in economic activity annually that supported 5,968 jobs and generated $23.2 million in state and local government revenue.

- Nonprofit arts and culture events annually attracted 2,907,608 state residents and 249,404 non-resident attendees. Event-related spending was $25.26 per person, excluding the cost of admission. These audiences generated $79.7 million in economic activity, excluding the cost of admission.


NONPROFIT ART IS A $205.6 MILLION DRIVER OF JUST ONE OF OUR LOCAL ECONOMIES.

PUBLIC INVESTMENT IN GRANTS TO NONPROFIT ARTS ORGANIZATIONS & ARTISTS

Q What about Hawai‘i—how much does state government budget to the Hawai‘i State Foundation on Culture and the Arts each year?

A The state allocated $6,945,067 to the Hawai‘i State Foundation on Culture and Arts. In FY 2019-20, Foundation also received $737,800 in federal NEA funds, which it re-granted to dozens of cultural organizations throughout the state. Another 17 nonprofit arts organizations received direct grants from the NEA totaling $1,173,700.

Read: “Art is Education,” State Foundation on Culture and Arts, 2017.
HAWAIʻI ARTS FACTS

IN THE ALOHA STATE, THE ARTS UNITE US

Art Bento uses the Hawai’i State Art Museum’s as a learning laboratory for students in grades 2 through 6, along with their teachers and chaperones. A catalyst for inquiry-based learning, the program cultivates an appreciation of our diverse cultural heritages.

THE STATE FOUNDATION ON CULTURE AND THE ARTS (SFCA) was established by the Hawai’i State Legislature in 1965, in large part through the vision and effort of Hawai’i leaders such as architect and State Planning Coordinator Alfred Preis, SFCA Founding Chairperson Masaru “Pundy” Yokouchi, State Senator Nadao Yoshinaga, and Governor John Burns. The mission of the SFCA is to promote, perpetuate, preserve, and encourage culture and the arts as central to the quality of life of the people of Hawai’i.

THE ARTS ARE EVERYWHERE!

• The week-long Mokihana Festival on the island of Kaua’i is a celebration of Hawaiian culture, including music and dance, including Hawaiian immersion school students competing musically with songs in the Hawaiian language.
• Native Hawai’ians traditionally celebrated Makahiki, a four-month long season that began in mid-October and included athletic competitions, ceremonies dedicated to the deity Lono, celebrations of renewal and perpetuation of the life cycle with a prohibition on warfare. These cultural traditions and practices have continued with Ka Molokai’i Makahiki, involving all of Molokai’s elementary schools, middle school and high school as well as many adults on the island. Joining in on the competition and festivities are schools from all over the state as well as members from the Coast Guard.
• The annual Queen Liliʻuokalani Keiki Hula Festival and Competition on O’ahu honors Hawai‘i’s last reigning monarch with song and dance in three days of competition for students under the age of 12.
• On Maui, the Majama Wao Akua annual art exhibit of native species in Maui County brings together local conservation organizations, native plant vendors, Maui artists and artisans. Artists are invited to explore Maui’s watersheds and use their creative talents to raise awareness about the importance of protecting native species.
• Hawai‘i Island, also called the Big Island, is home to the Waimea Ocean Film Festival, an 8-day international film festival dedicated to bringing a greater understanding of the ocean environment and island culture. The Ukulele & Slack Key Guitar Festival includes an all-star lineup of musicians visiting schools and leading workshops and classes, reaching over a thousand students.
• Established as the premier international film event in the Pacific, the statewide annual Hawai‘i International Film Festival showcases features and documentaries from Asia, the Pacific Islands and Hawaii.

MEET SOME HAWAIʻI ARTS ADVOCATES

• Terence Liu is CEO of the Hawai’i Arts Alliance and formerly of the National Endowment for the Arts. > More
• Georja Skinner is Chief Officer of the State of Hawai‘i Department of Business, Economic Development & Tourism, Creative Industries Division. > More
• Jonathan Johnson is the seventh executive director of the Hawai’i State Foundation on Culture & the Arts. > More

ART IN HAWAII

• The Honolulu Star Advertiser’s Artweek Calendar provides information about arts events.
• Go Hawai‘i can direct you to cultural events of each island here.
• Honolulu Magazine’s Calendar includes a Theater & Arts category.
• Hawai‘i Public Radio has a Community Calendar of great cultural events.

HAWAIʻI ART ORGANIZATIONS

ARTS FIRST Partners
www.sfca.hawaii.gov/education/education-resources/arts-first-partners
Creative Industries Hawai‘i Resources Page
www.cid.hawaii.gov/resources-page
Hawai‘i Arts Alliance
www.hawaiialtarsalliance.org
Hawai‘i Museums Association
www.hawaiimuseums.org

HAWAIʻI ARTS NEED YOU!

To View the Top 10 Reasons to Support the Arts, Click Here.


DRAFT as of 3/20/2020